

Translator Service in Rural Idaho: *An Overview of Service Opportunities*



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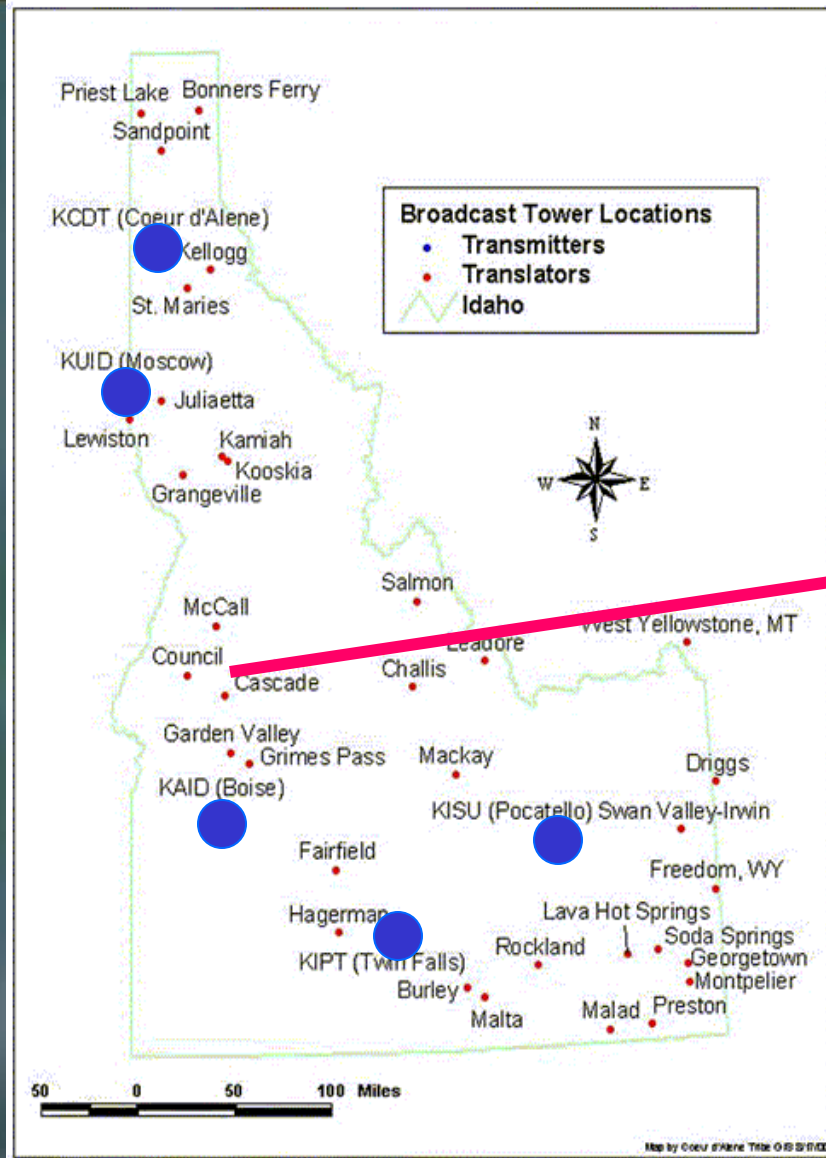




- Licensed to the Idaho State Board of Education

- 1st NTSC station KUID-TV, Moscow, signed on in 1965
- Our funding:
 - \$6.4 million (FY 04)
 - 64% Private \$
 - 23% State
 - 13% CPB





- 5 NTSC Transmitters
- 5 DTV Transmitters
- 34 NTSC Translators
- 1 Experimental Authorization for a DTV Translator in Cascade, ID



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People Reached OTA By IdahoPTV*:

Translators:

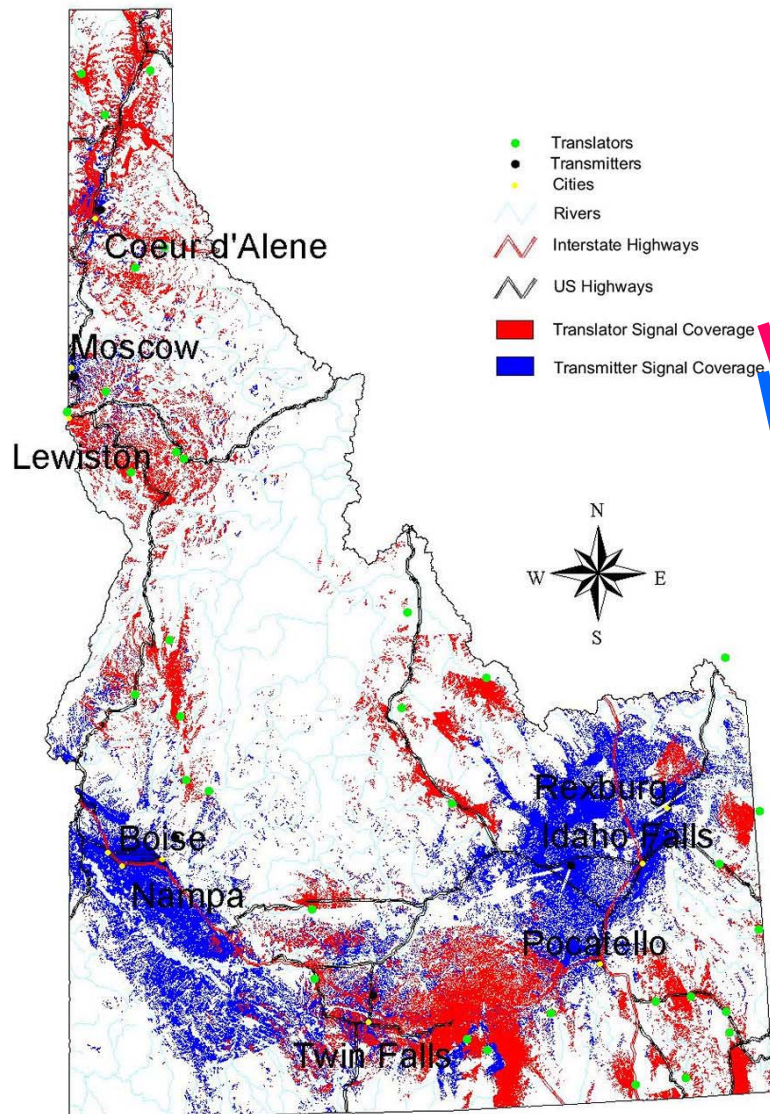
118,294

Transmitters:

633,813

Both:

752,107



*2000 US Dept of Commerce TOP Grant Study

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Sampling of People Served by IdahoPTV Translators in Rural Idaho

Sandpoint

26,422

Lewiston

33,754

McCall

6,100

Salmon:

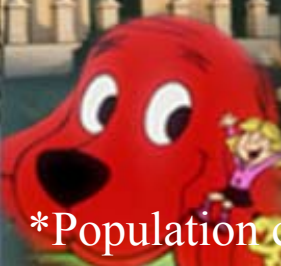
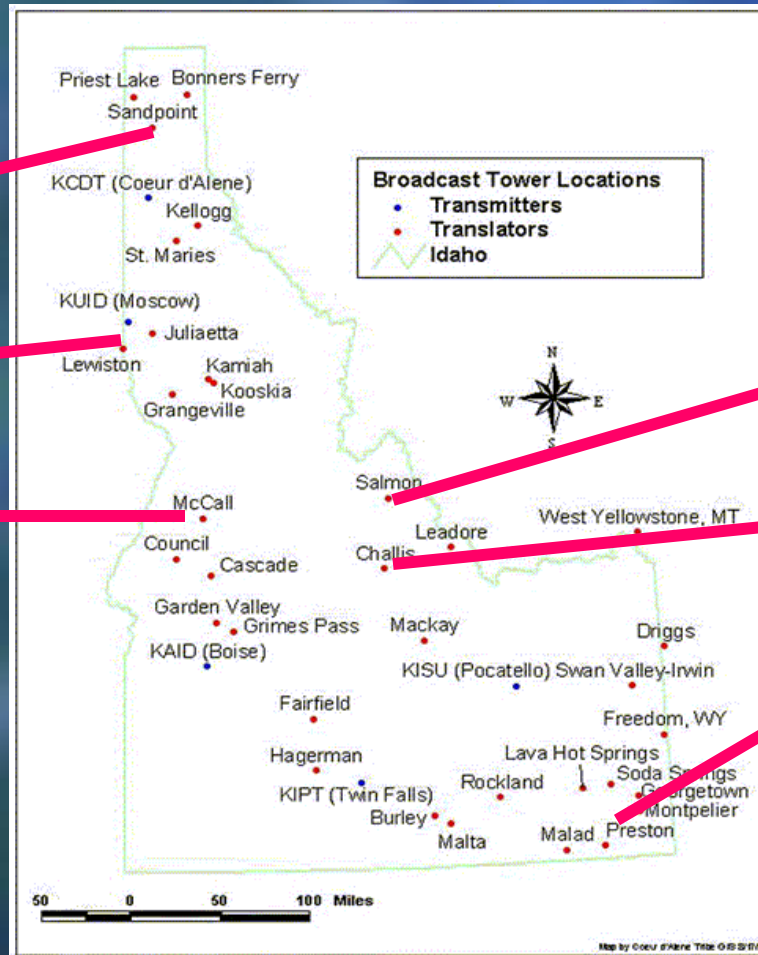
6,899

Challis

4,133

Preston

9,232



*Population cited is county of license

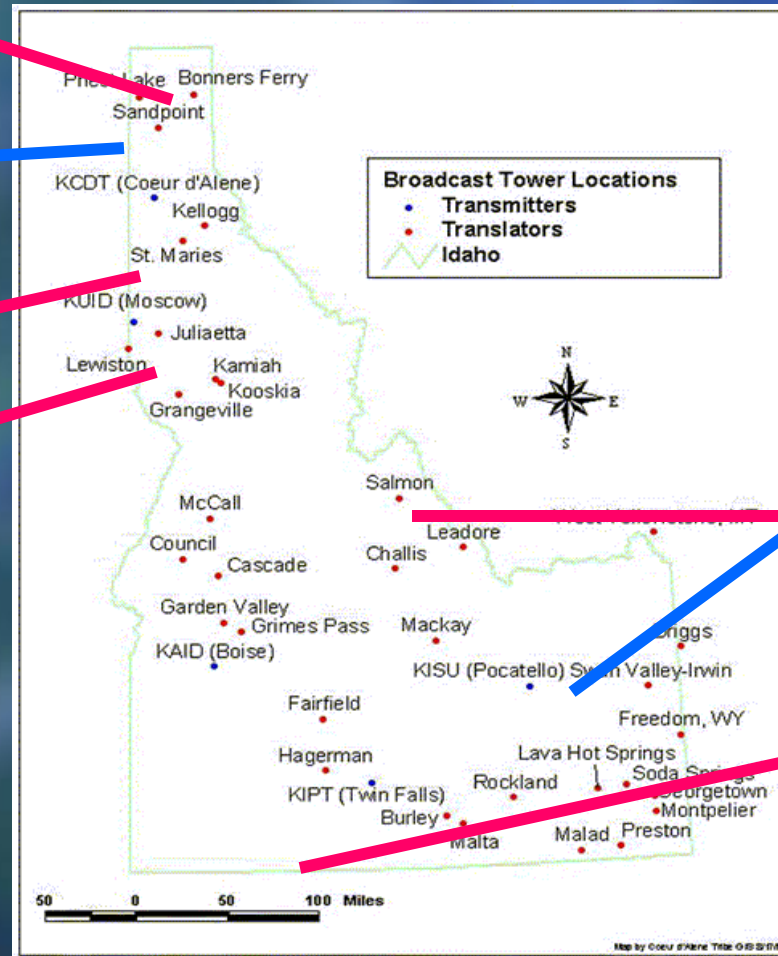
Tribes Served by IdahoPTV

Kootenai Tribe

Spokane Tribe

Coeur d'Alene Tribe

Nez Perce Tribe



Shoshone-Bannock Tribe

Shoshone-Paiute Tribes



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IdahoPTV Services Universally Available Free to Rural Idahoans

- 790 hours of Idaho-related programming were telecast through IdahoPTV's statewide analog and digital systems and learn cable channel.
- 1,347 hours of overnight educational television made instructional materials for the K-12 classroom available to schools throughout the state.



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IdahoPTV Reaches Out On-air & Off

- 748 Idahoans attended preview screenings, town and group meetings to discuss important and timely issues raised by PBS programs. Native Americans, veterans, African Americans, students, educators, people of faith and families of migrant workers.
- 16,764 Ready To Learn First Books were given to Idaho children, including 1,000 Spanish language books to migrant children during the summer.



IdahoPTV Learning

- 7,384 channel hours of programs for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.
- 9,984 channel hours of educational programming designed specifically for children.



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IdahoPTV Learning

- 3rd year for First Lady Patricia Kempthorne to read to children on statewide television as part of a national effort, READ FOR 2004
- 25, 15-minute newscasts presented by the State Department of Education newscasts for educators, taped weekly and streamed on demand during the school year.




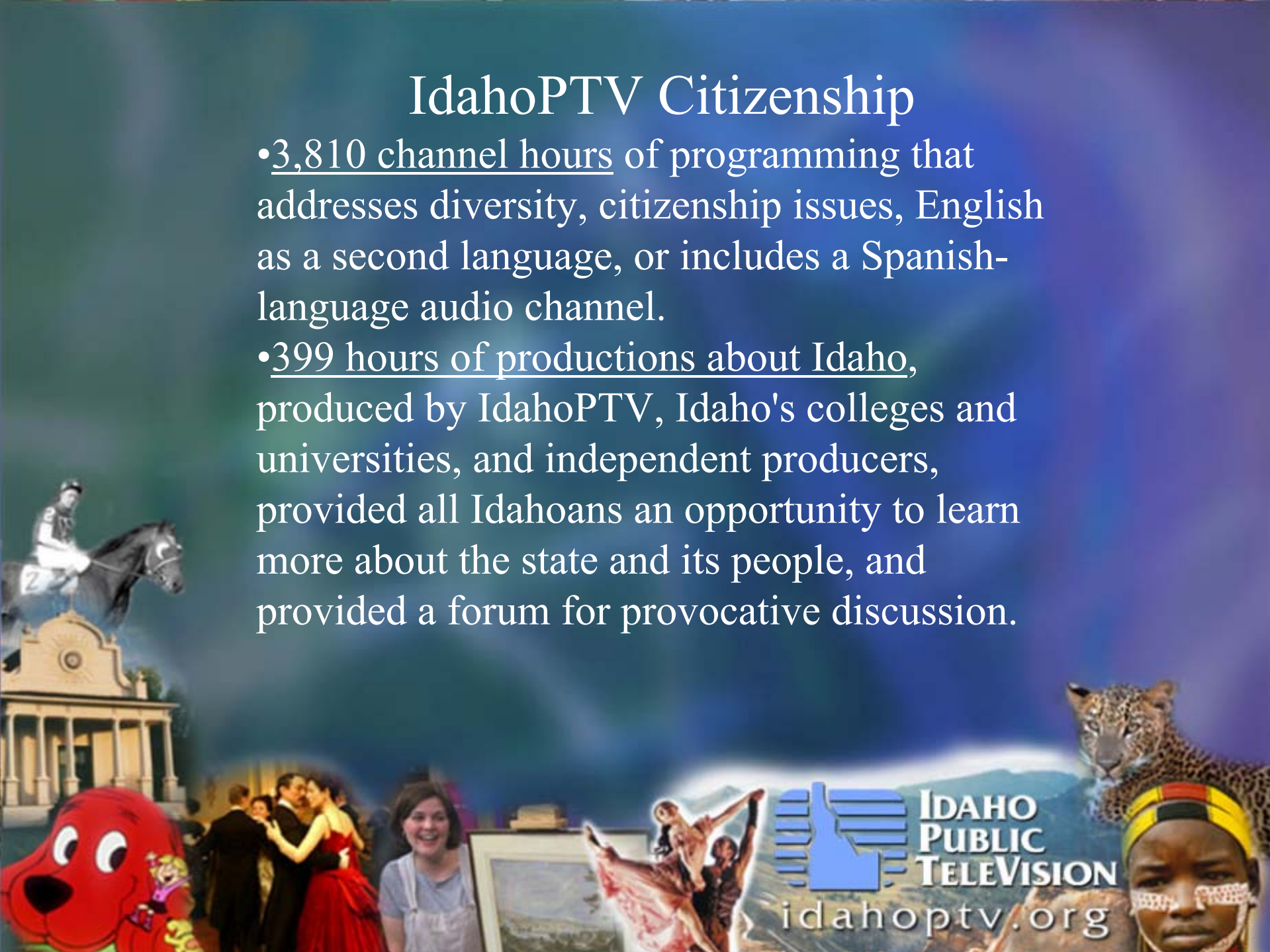
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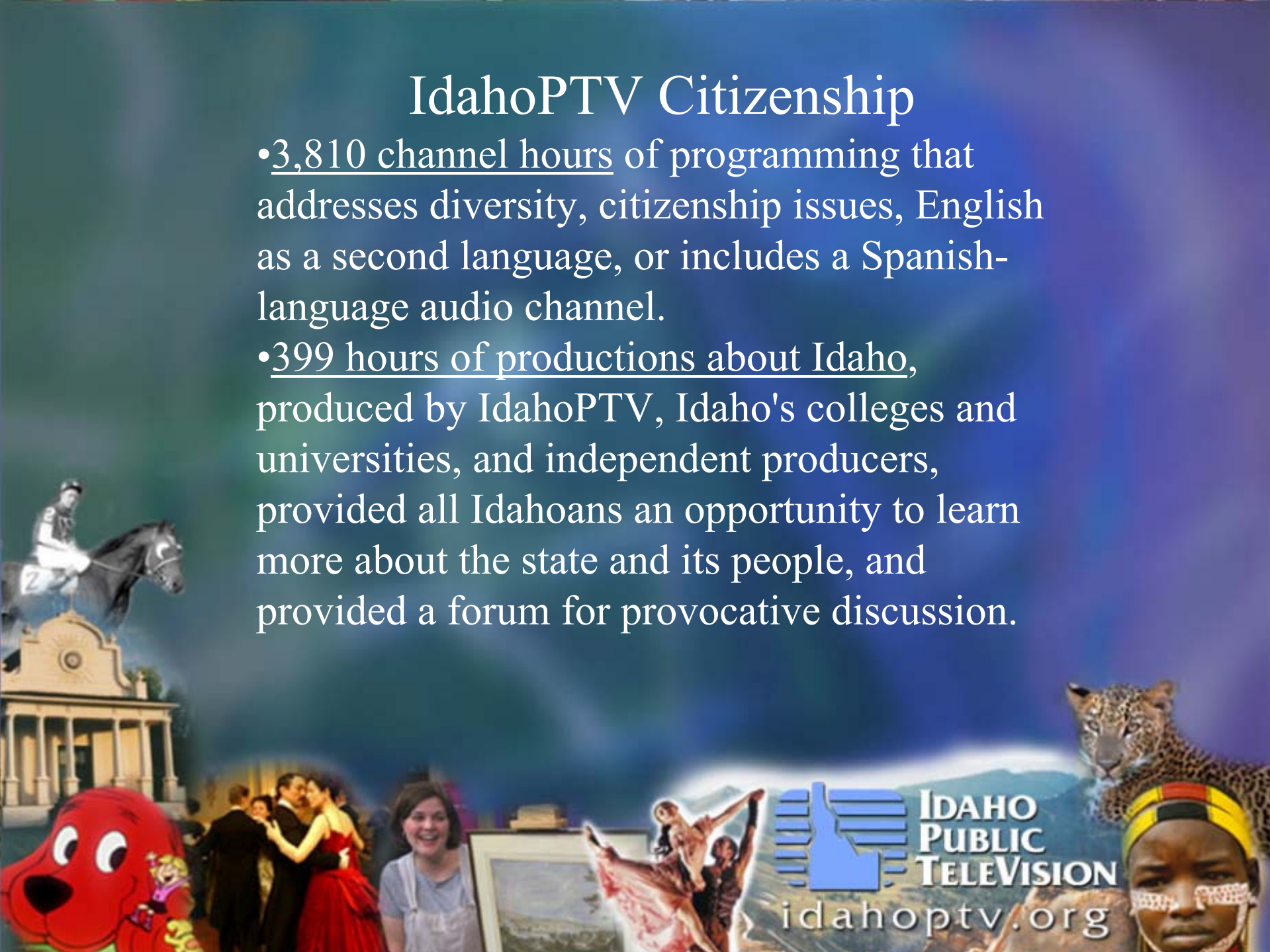
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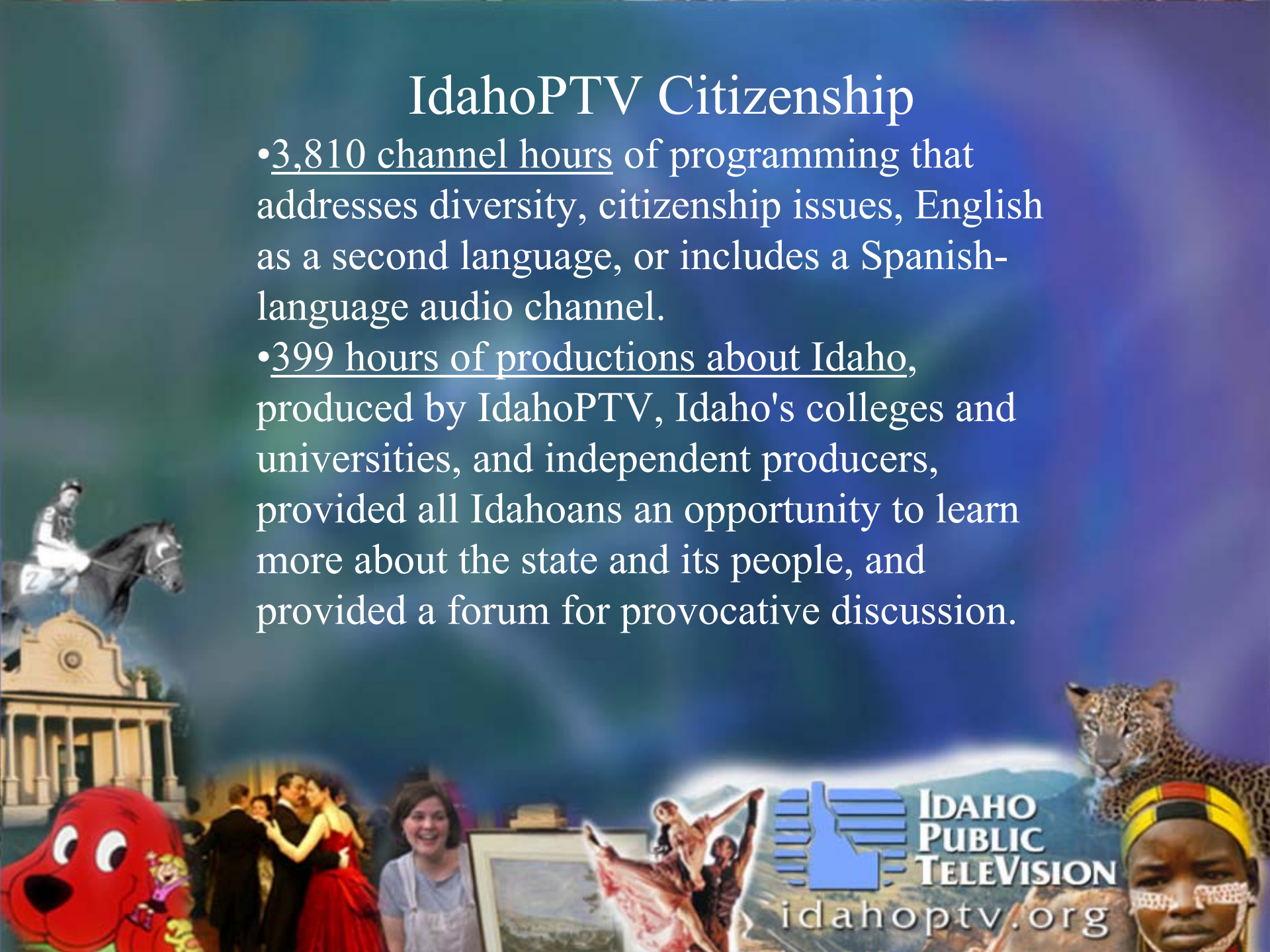


IdahoPTV Citizenship

- 3,810 channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.
- 399 hours of productions about Idaho, produced by IdahoPTV, Idaho's colleges and universities, and independent producers, provided all Idahoans an opportunity to learn more about the state and its people, and provided a forum for provocative discussion.



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Closed Captioning & DVS

- 94.5 % of IdahoPTV broadcast hours include closed captioned programming to aid visual learners and hearing impaired.
- 2,133 hours of programming with descriptive video service, 1,900 for children, enabled the sight-impaired to more fully learn with and enjoy a wide variety of programs.



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Collaborative Conceptual Planning Grant

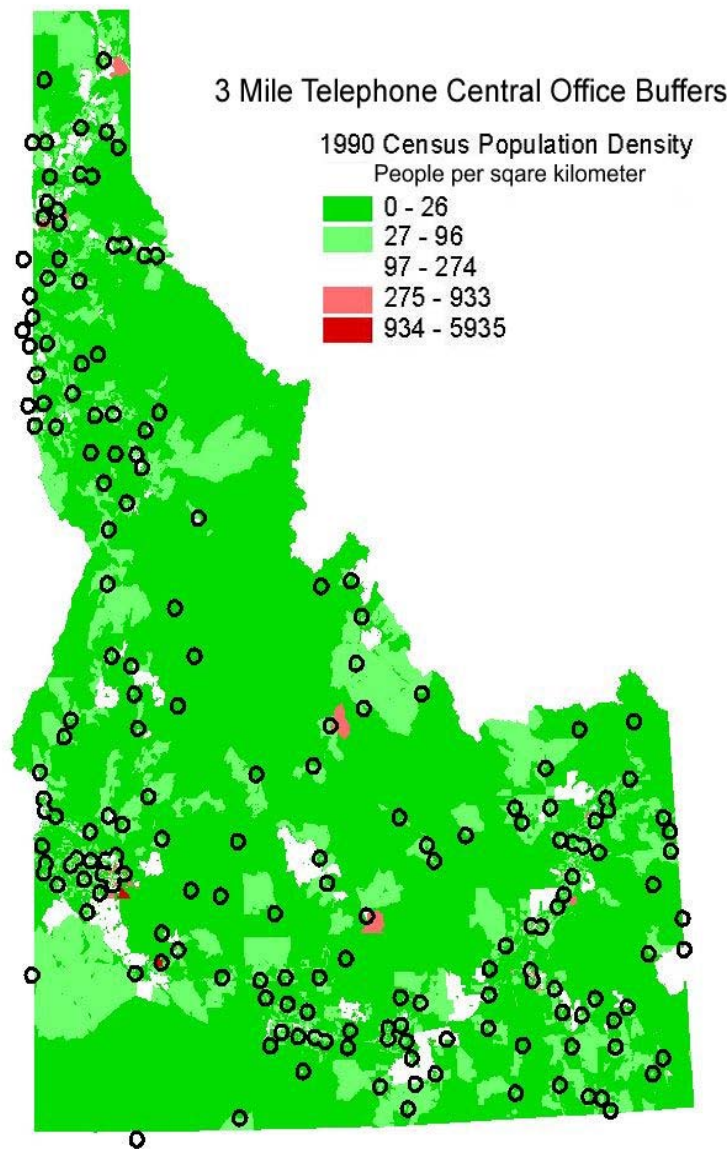
Supported by the
US Department of Commerce
Technology Opportunities Program
(May 2000)



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Maximum # of
People Potentially
Reached By Fee-
Based DSL,ISM:(3
mile)

Inside: 633,813

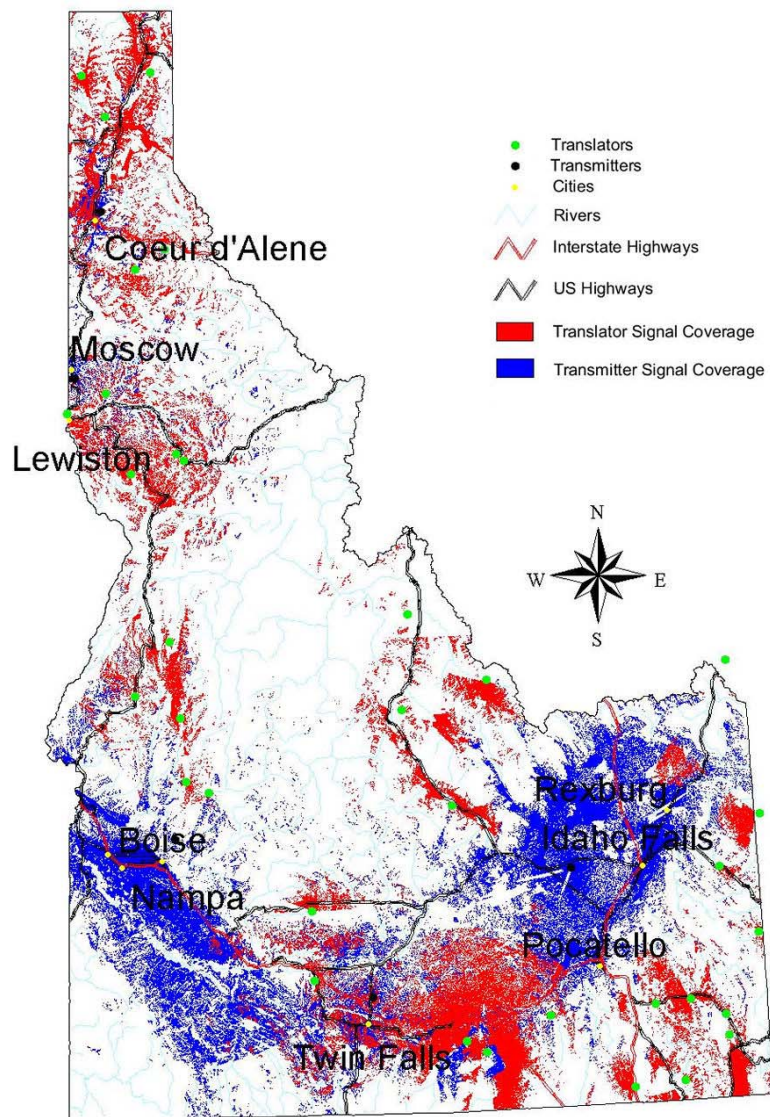
Outside: 253,846



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“63.0% of the people in Idaho who cannot get DSL service can receive the free IdahoPTV digital terrestrial broadcast television signal.”



DBS/Fee-Based Local Into Local Status:

Coeur d'Alene/Spokane:

DishTV: Spring (est.)

DirectTV: Spring (est.)

Boise (SW Idaho):

DishTV: Now

DirectTV: Spring (est.)

Twin Falls (SCentral Idaho):

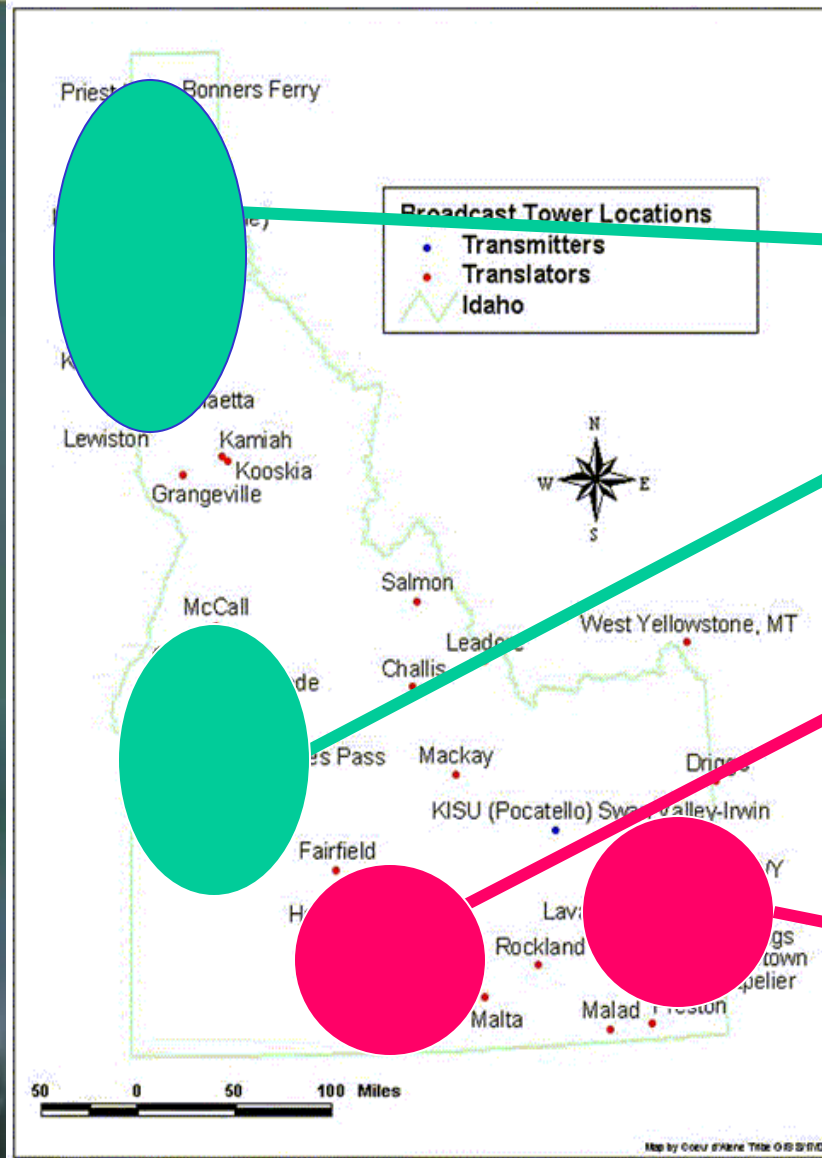
DishTV: Unknown

DirectTV: Unknown

Pocatello/Idaho Falls (SE)

DishTV: Unknown

DirectTV: Unknown



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IdahoPTV believes that NTSC and DTV terrestrial broadcasts of free public television services can reach more rural people than fee-based DSL, wireless packet services or DBS can potentially reach...assuming the continuation of the translator network and its replacement with DTV translators.



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